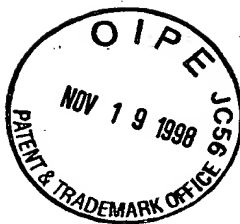


Serial No.  
08/935,116



PATENT APPLICATION  
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Group 2700

In re Application of: David W. Deaton, *et al.*  
Serial No.: 08/935,116  
Filed: September 22, 1997  
Group No.: 2781  
Examiner: Chung-Trans  
Title: CHECK TRANSACTION PROCESSING  
METHOD AND SYSTEM

Assistant Commissioner for  
Patents and Trademarks  
Washington, DC 20231

Dear Sir:

**AMENDMENT UNDER 37 CFR §1.115**

In response to the Office Action mailed June 29, 1998, Applicants amend as follows:

**IN THE CLAIMS**

Please rewrite Claim 8 as follows:

8. (Amended) A system for accumulating customer transaction data at the point-of-sale in a retail establishment **and for effectuating customer promotion on the basis thereof**, comprising:

a terminal for entering unique customer identification codes from customer identification presented at the point-of-sale in a retail transaction;

means for allowing entry of customer transaction data;